EBOOK

Streamlined Supply Chains: Managing Inventory With Data and AI

databricks | SAP

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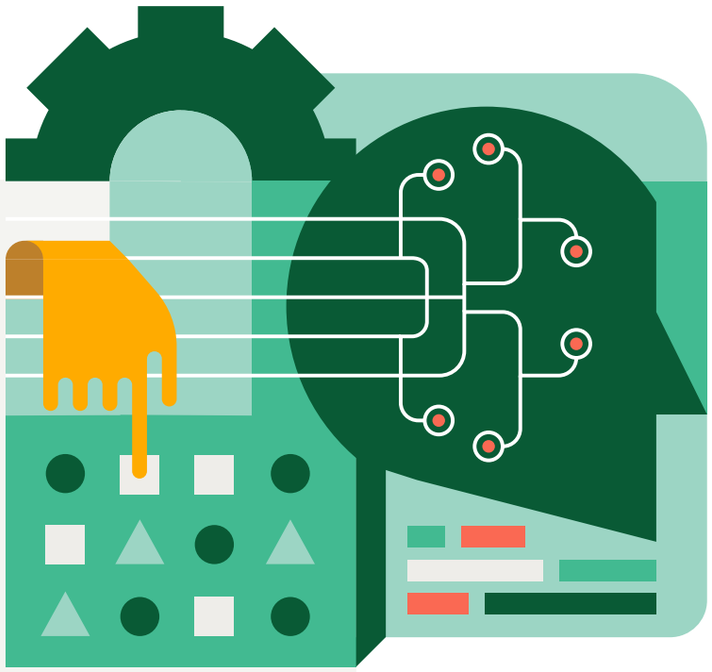
Introduction



In today's dynamic consumer packaged goods (CPG) market, effective inventory management remains one of the most pressing hurdles to maintaining competitiveness, profitability and customer satisfaction. From raw materials to work in process and finished goods, each stage poses unique challenges that can impact demand forecasting, logistics and production strategies. The complexity of coordinating these moving parts becomes even more pronounced when external forces — such as tariffs, pandemic-related lockdowns and sudden geopolitical shifts — introduce volatility and unpredictability into the supply chain.

For effective end-to-end inventory management, organizations must continuously monitor each stage — from raw materials and work in process to finished goods, distribution channels and, ultimately, the end consumer. Each stage brings its own drivers, analytics needs and decision-making timelines, yet success hinges on how well these phases function in unison. This complexity only grows as supply chains stretch across continents and involve numerous partners, often requiring decisions to be made in seconds yet planning months ahead. Achieving true optimization calls for a holistic view of the flow of goods, ensuring that every link in the chain is synchronized to maximize efficiency and maintain a competitive edge.

> Top supply chain organizations are using AI to optimize processes at more than twice the rate of low performing peers.
>
> Gartner

Retail and consumer packaged goods (CPG) companies increasingly seek a unified, real-time view of their supply chains through AI-driven visibility and early disruption detection. Yet data engineering challenges often stand in the way: critical information is fragmented across multiple partners, requiring time-consuming manual extraction and integration — if it's even accessible at all. Historically, supply chain solutions were cobbled together from disconnected systems, creating lags and inefficiencies. Modern businesses, however, need to incorporate both internal and external data — ranging from seasonal and market conditions to unstructured sources like satellite imagery and social media — to gain a holistic operational perspective.

According to MIT Technology Review, AI adoption falters primarily because of subpar data quality (57%), insufficient data integration (54%) and weak governance (47%). These issues impede the development of robust data pipelines and limit the scalability of AI. Compounding these hurdles is a widespread lack of trust in AI models, which often lack transparency and can be difficult to validate, especially in safety-critical environments. Security concerns, including data privacy and vulnerability to cyberattacks, further erode confidence. To fully realize AI-driven supply chain excellence, enterprises must tackle data engineering at its core — centralizing data on a single platform, ensuring reliable pipelines and embedding governance to enable the speed, visibility and trust required for transformative insights.

Enterprises across the supply chain face mounting pressure to unify data, reduce risk and lower costs. The Databricks Data Intelligence Platform addresses these needs in three critical ways: first, its best-in-class engineering capabilities simplify real-time data integration from diverse sources; second, its native governance features instill confidence in data quality; and third, its scalable AI delivers accurate, cost-effective insights. By centralizing data and analytics on a single platform, CPGs gain the agility to respond swiftly to external pressures — minimizing waste, optimizing inventory and freeing working capital. In today's fast-paced market, a modern, data-driven supply chain is no longer optional; it's a must-have for sustainable, profitable growth.

Applying Data and AI Across CPG Use Cases

Improving real-time, end-to-end visibility across the value chain

Achieving full visibility across today's global supply chains requires more than traditional demand and supply planning. According to leading consultancies like McKinsey, Deloitte and BCG, organizations must now incorporate external market signals — such as geopolitical events, environmental conditions and emerging health risks — well in advance to proactively address potential crises. Early detection of these disruptions is paramount; waiting until a concern becomes an emergency often leads to higher costs and more severe operational impacts.

By unifying vast and varied data sources on the Databricks Data Intelligence Platform, companies can capture and analyze real-time signals spanning everything from tariff changes and civil strife to droughts, wildfires and epidemics. Integrating new types of data — such as satellite imagery and social media — through the Databricks Marketplace provides thousands of supplemental datasets that enrich internal data for more precise monitoring. Meanwhile, Databricks Delta Sharing significantly lowers the economic and technical barriers to ingesting these signals, delivering up-to-the-minute insights without burdensome manual integration.

Machine learning (ML) and predictive analytics within Databricks then convert these signals into actionable intelligence. Instead of merely responding to disruptions as they occur, businesses can preemptively adjust production schedules, reroute logistics or diversify suppliers. This level of proactive planning not only mitigates risk but also strengthens relationships with suppliers and customers alike. By harnessing AI to illuminate blind spots and orchestrate real-time data across the value chain, enterprises create a resilient, agile supply network equipped to thrive in an increasingly unpredictable world.

Choosing the best materials, vendors and sources

Securing high-quality, reliable and cost-effective inputs remains crucial for CPG companies, yet supply chain disruptions commonly begin with third-party vendors — particularly among second- and third-tier suppliers, whose operations are less visible. Leading consultancies emphasize the importance of proactive sourcing strategies that factor in vendor performance, on-time delivery history and risk metrics. By consolidating internal data with external signals through the Databricks Data Intelligence Platform, procurement teams gain a holistic, AI-driven view of supplier reliability and cost, as well as geopolitical, environmental and economic indicators that influence stability.

With real-time insights at their disposal, organizations can quickly assess and rank multiple suppliers — especially those at deeper tiers — based on on-time-delivery records and other performance criteria. This empowers teams to respond rapidly to disruptions or market shifts, pivoting to alternative sources before minor issues escalate into full-blown crises. Predictive analytics further refines procurement decisions by anticipating demand spikes or raw material shortages, minimizing stockouts and excess inventory. Meanwhile, Delta Sharing reduces the overhead of integrating data from outside partners, delivering timely intelligence without the bottlenecks of manual processes. Ultimately, this centralized, AI-enabled approach fosters a more resilient supply network, ensuring CPGs can adapt swiftly and accurately to unforeseen challenges across their global value chains.

Optimizing demand and supply with precision

Managing inventory in consumer goods involves multiple stages — raw materials, work in progress, finished goods, distribution centers and retail shelves — each with its own data needs and decision-making complexities. Effective planning at every stage requires advanced analytics and AI to handle fluctuating demand signals, supply constraints and logistics challenges across a range of areas. Following are the primary decision areas companies must master to optimize inventory and balance cost with customer satisfaction:

Demand forecasting and planning encompasses both near-term and long-term consumption across various product categories, including new product introductions, seasonal items and slow-moving SKUs. Capturing and interpreting diverse demand signals — ranging from point-of-sale data and social media sentiment to promotional calendars — remains a primary challenge, especially when taking into account the distinct behaviors of e-commerce versus brick-and-mortar channels. Launches for new products and seasonal peaks compound the difficulty, as historical data for these scenarios may be scarce or less reliable. Nonetheless, accurate forecasting is critical for preventing stockouts, reducing overstock, lowering overall costs and enhancing customer satisfaction.

Supply forecasting and capacity management involve aligning forecasts with supplier lead times, production schedules and real-time capacity constraints. However, many organizations struggle to track the availability of raw materials, particularly when suppliers are distributed globally or span multiple tiers, which can lead to hidden risks in both cost and continuity. Proactive responses to potential disruptions — such as labor strikes or shortages of key inputs — rely on real-time signals from suppliers and early-warning indicators like weather or geopolitical data. When supply and demand forecasts are properly synchronized, production teams can schedule manufacturing runs efficiently, optimize labor and equipment usage, and minimize bottlenecks, ultimately boosting overall operational effectiveness.

Production planning involves determining optimal batch sizes, production sequences and run times for each facility. Volatility in both demand and raw material availability makes it challenging to schedule production runs without leaving machines idle or creating surplus inventory. Advanced optimization models, which combine AI and scenario planning, are increasingly crucial for balancing production efficiency with the flexibility to adapt to shifting market needs. By streamlining production planning, organizations can reduce costs associated with downtime or overproduction while remaining highly responsive to customer orders.

Logistics optimization focuses on ensuring the timely, cost-effective movement of goods from distribution centers to retail outlets. However, route planning can quickly become complex when dealing with multiple modes of transportation, various distribution hubs, and fluctuating fuel or capacity constraints. Unforeseen events — such as extreme weather or road closures — can then trigger cascading delays that ripple throughout the supply chain. By leveraging AI-driven route optimization and real-time visibility, organizations can mitigate these disruptions, minimize shipping delays, lower transportation costs and maintain higher on-shelf availability.

Inventory allocation and SKU rationalization focus on determining which products to stock, where to stock them and in what quantities, to maximize sales while controlling costs. Organizations must accurately forecast consumer demand — for both high-volume and niche items — and align those forecasts with real-time data on inventory levels and production capacity. Balancing a wide array of product offerings against profitability and optimal inventory turns is particularly challenging when multiple regions or channels are involved. By leveraging AI-driven allocation models and SKU rationalization initiatives, businesses can ensure that the right products are available in the right locations at the right time, reducing stockouts, overstocks and overall total cost of ownership (TCO). Additionally, AI can help identify underperforming or redundant SKUs and simulate the impact of SKU changes on demand, leading to more efficient product portfolios.

On-shelf availability and retail execution revolve around keeping finished goods consistently stocked and properly merchandised for end customers. Retailers often face limited real-time visibility into upstream inventory levels, creating mismatches between in-store supply and actual consumer demand. Additionally, promotional activities can quickly deplete stock if not factored into replenishment strategies. By leveraging real-time shelf replenishment and predictive analytics, organizations can improve product availability, increase customer loyalty and reduce the risk of lost sales from stockouts.

Why do these challenges persist?

Data fragmentation remains a significant obstacle to effective supply chain oversight. Incomplete visibility into supplier performance — especially among lower-tier vendors — and inconsistent tracking of production capacity can undermine even the most precise demand forecasts. Four key factors tend to exacerbate these challenges: limited access to high-quality, governed data; data that is either outdated or arrives too slowly to guide timely decisions; analytics systems that cannot handle diverse modeling techniques and large, granular datasets within business SLAs; and difficult-to-use tools that discourage end-user adoption. These issues are magnified by constantly shifting consumer preferences and global trade conditions, making it harder to scale AI solutions that rely on accurate, up-to-date data.

> "Poor demand forecasting leads to an average **20–30%** loss in profitability for businesses."
>
> Deloitte

The Databricks Data Intelligence Platform tackles these hurdles by centralizing data from all stages of the supply chain and enabling real-time ingestion from virtually any source. Databricks Unity Catalog enforces data quality standards, ensuring that AI models and analytics engines — capable of handling even the most demanding workloads — are fueled with reliable information. Business-friendly tools like AI/BI and AI/BI Genie facilitate user adoption, allowing nontechnical stakeholders to glean insights with minimal friction. Finally, Delta Sharing allows organizations to distribute these insights in real time with partners, bypassing costly integrations and IT overhead. By unifying data, enforcing governance and simplifying both AI workloads and data sharing, this approach supports more accurate demand forecasting, improved production scheduling and smarter SKU optimization — ultimately ensuring the right products appear on the right shelves at the right time and price.

Delivering better data collaboration with retailers

Inefficient collaboration between suppliers and retailers leads to trillions of dollars in lost opportunity across the supply chain. Beyond the direct loss in sales, these inefficiencies also hinder profitability by driving up expedited shipping costs while further damaging brand sentiment and customer loyalty. These issues are symptoms of a broader problem: poor supply chain visibility and inefficient collaboration between suppliers and retailers.

> Increasing visibility into real-time data signals and improving prediction accuracy are key to addressing this problem, but the core barrier remains a lack of effective supplier and retailer collaboration.

Traditional data-sharing methods are often costly, complex and poorly aligned with the needs of today's fast-moving supply chains. Legacy tools require multiple costly systems to exchange data, while newer solutions are dependent on costly, proprietary technologies. As a result, many companies collaborate with only their largest partners, leaving significant untapped potential for improvement. Data sharing challenges are further compounded by delays in exchanging critical information.

Databricks Delta Sharing allows suppliers to share data in real time with partners across different technologies and clouds, eliminating both licensing fees and technical barriers. Freed from these constraints, suppliers can broaden their collaborative networks, resulting in greater efficiency and reduced costs for data management and exchange. By prioritizing seamless sharing, organizations also enhance their responsiveness to shifting consumer demands, unlock new opportunities for collaboration throughout the retail ecosystem and position themselves to innovate more effectively — particularly by easing experimentation with AI and other emerging technologies.

Challenges in Harnessing Data and AI

Diverse retail channel complexity

While expanding retail channels through e-commerce and direct-to-consumer (DTC) provides more opportunities for CPGs to sell, it further complicates inventory management due to increased complexity and variability in demand patterns. Each retail channel, from traditional brick-and-mortar stores to e-commerce platforms and DTC avenues, has distinct demand dynamics, sales velocities and consumer behavior profiles. The separation between channels forces CPG companies to manage multiple inventory pools with different turnover rates and stocking requirements. Balancing inventory levels across varied channels is challenging, as misalignment can lead to stockout and overstock situations, lost sales, or excessive holding costs.

Unlike traditional retail channels, where inventory replenishment follows established cycles and bulk shipments, DTC channels often involve smaller, more frequent orders directly from consumers. To meet today's high customer expectations for fast and reliable delivery, CPG enterprises need real-time inventory visibility and coordination across all channels to meet consumer demand with accurate stock distribution. Maintaining a seamless consumer experience across different touchpoints further strains inventory management systems. CPGs must invest in advanced analytics and AI solutions to synchronize inventory, forecast demand and optimize the value chain in the increasingly fragmented retail space.

Supply chain volatility and globalization

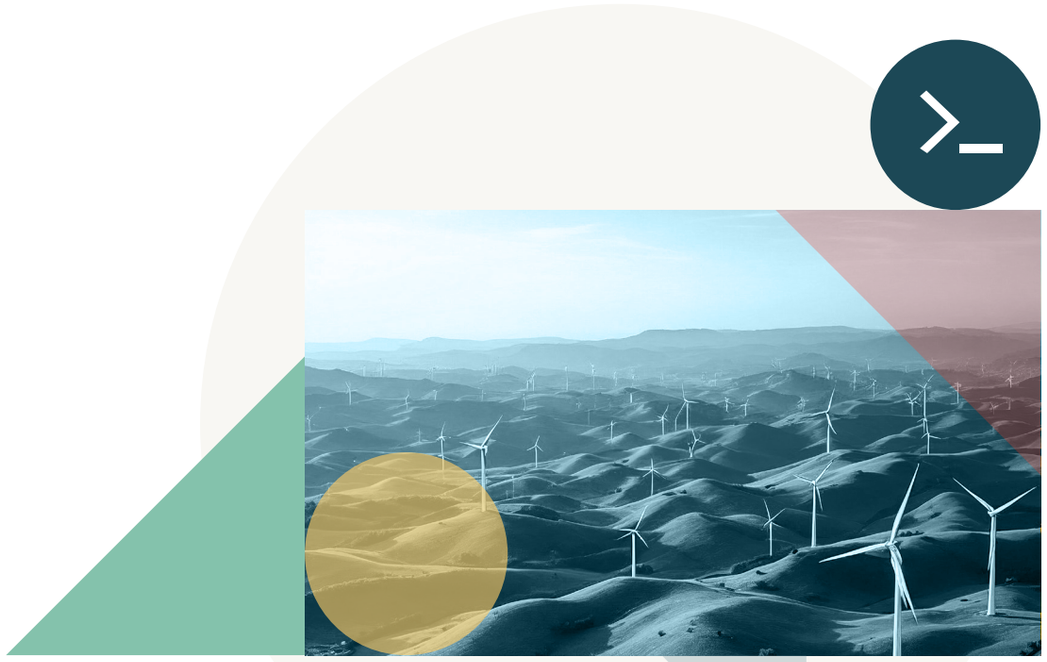
Global supply chain disruptions can significantly upend inventory management, supply and consumer behavior, as we saw during the COVID-19 pandemic. Whether it's geopolitical tensions, natural disasters, transportation bottlenecks or fluctuating raw material prices, volatility in the supply chain leads to unpredictable delays, shortages and increased costs for the CPG industry. Adapting to these unknowns is critical for organizations to maintain optimal inventory levels. However, sudden changes in supplier reliability or logistics capabilities force frequent adjustments to inventory strategies, often resulting in costly excess stock, stockouts or both.

Globalization further exacerbates these challenges, expanding supply network intricacies and geographical reach. Managing inventory across multiple countries involves navigating different regulatory environments, currency fluctuations and cultural differences. Extended lead times and increased risk of disruptions in a global supply chain necessitate a more sophisticated approach to inventory management. Globalization also increases the interdependencies among suppliers and markets. A disruption in one part of the world can ripple across the entire supply chain, threatening customer satisfaction and potentially raising costs. This inherent interconnectedness has led many CPG organizations to consider more localized or regional approaches to production and sourcing. Of course, that transition also impacts inventory management and distribution. CPGs need to enhance visibility and responsiveness with advanced data intelligence to predict potential issues and optimize inventory levels in real time.

Sustainability and ethical sourcing

Today's consumers demand more transparency and ethical practices from brands, expecting sustainably sourced and environmentally friendly products. This shift forces CPG enterprises to source materials from certified "green" suppliers, which can limit choices and drive up expenses. Ensuring that all suppliers meet these high standards complicates the supply chain, leading to potential delays and increased costs. CPG businesses must manage these issues without compromising consumer inventory levels or product availability.

Regulatory pressure further intensifies these challenges. Governments and international bodies are enacting stricter renewability, responsible sourcing and carbon-neutral regulations, requiring companies to adhere to rigorous standards and reporting practices. Compliance with these regulations often necessitates additional documentation and verification processes, adding to the time and resources needed for inventory management. These constraints make it more difficult for CPG companies to maintain a consistent supply of materials and products. Noncompliance often results in significant financial penalties, business disruptions and damage to the organization's reputation. Balancing these demands while maintaining efficient inventory management requires sophisticated tracking systems and robust supplier relationships, adding new variables to supply chain operations.



> "Products making ESG [environmental, social and governance] related claims averaged **28%** cumulative growth over the past five-year period, versus 20% for products that made no such claims."
>
> McKinsey

Applying advanced technologies

Game-changing technologies like AI, ML, real-time data processing and data sharing add opportunities and challenges to inventory management in the CPG industry. While these technologies offer powerful tools for predicting demand and optimizing stock levels, they also require significant data infrastructure and governance investments, upskilling or hiring capable team members, and integration with existing systems. Implementing AI and ML strategies involves vast amounts of structured and unstructured data, necessitating robust and secure data management practices and advanced analytics capabilities. This shift often leads to increased operational costs and a steep learning curve for data practitioners, complicating transition and management processes throughout the supply chain.

For real-time data processing and data sharing, CPGs need seamless coordination across multiple stakeholders within the supply chain. Maintaining data governance and security across various platforms and partners is critical yet challenging when applying these tools. The need for continuous monitoring and instant decision-making can strain resources and systems, making it difficult to maintain consistent inventory levels. Additionally, reliance on sophisticated technologies can expose CPG companies to vulnerabilities like system failures and cyberattacks, further complicating inventory management and data reliability. Balancing the benefits of advanced technologies with these new challenges requires a strategic and well-coordinated approach to data governance.

Why CPGs Are Choosing Databricks

The Databricks Data Intelligence Platform is the market leader in data and AI solutions for CPGs and other supply-chain-dependent enterprises. Overwhelmingly popular, the Databricks Platform is trusted and used by 41 of the top 100 retailers, 90% of the leading quick service restaurant (QSR) brands and 57% of the highest-performing CPG firms.

Extensive adoption across related industries allows Databricks to influence market trends alongside partners, mitigating the risks and complications associated with new technology adoption. With its unique technical capabilities, the Databricks Platform excels in supply chain optimization, offering unparalleled insights and efficiency for CPG companies.

MAINTAIN OPTIMAL INVENTORY LEVELS

EFFICIENTLY REDUCE WASTE

RESPOND QUICKLY TO MARKET CHANGES

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DATABRICKS DIFFERENTIATOR #1:

Real-time data warehousing

For inventory management, precision and speed are crucial to maintaining an adaptive and resilient supply chain. In an industry where seconds matter, the Databricks Data Intelligence Platform instantaneously enables data integration from dozens of sources. With real-time data warehousing, CPGs avoid the delays that often lead to inefficiencies in inventory optimization.

- **Delta Lake** has Auto Loader technology to support massive data ingestion in near real-time. CPGs are only limited by the frequency at which source systems can supply data, providing a continuous flow of up-to-date information crucial for timely and intelligent decision-making.
- **Databricks Workflows** further enhances Delta Lake by orchestrating data filtering, cleansing, joining and transforming data to meet real-time demands efficiently and effectively.
- **Databricks SQL** provides highly performant, high-concurrency reporting access that caters to the needs of both a few users and thousands of users. Initial queries are answered in seconds, enabling quick access to insights without the traditional delays associated with large-scale data processing. Serverless architectures also reduce TCO, making this a cost-effective solution for CPGs.

HERSHEY
THE HERSHEY COMPANY

With Databricks, Hershey automatically receives complete, accurate data feeds from their largest retail customer. Across Hershey, business leaders are embracing analytics and partnering with the data team to uncover insights that will help Hershey extend their industry leadership.

> Our business leaders are not here to be data engineers and database engineers on top of their day jobs. Our Commercial Data Store, built on Databricks, puts near real-time data at their fingertips so they can focus on driving our continued growth.

JORDAN DONMOYER
Manager, Customer Data Solutions, Hershey

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DATABRICKS DIFFERENTIATOR #2:

Data governance with Unity Catalog

Effective inventory and demand management hinge on the availability of clean, reliable data sourced from multiple internal and external systems. Databricks Unity Catalog is a centralized governance layer for managing data quality and AI within the Databricks Platform, delivering the following capabilities:

- **Comprehensive data monitoring**, which allows administrators to oversee data integrity and reliability across the organization. If issues arise, admins can review changes in the data lineage to identify problems and perform "time travel" to return to previous data states. By consolidating data, CPGs can more efficiently maintain consistent and accurate inventory records for precise demand forecasts and targeted inventory optimizations that support use cases.

- **Unstructured data management**, which is a necessary and ongoing task for powering AI applications because 80% of AI success depends on data quality. Govern structured and unstructured data, ML models, notebooks, dashboards and files on any cloud or platform to streamline data processing with reliability for broader and more advanced applications.

- **Automated administration** using AI-driven tasks that reduce technical debt and improve productivity to lower TCO. For example, liquid clustering automatically optimizes partitioning and indices to improve query speed, and predictive I/O uses access patterns to support query performance.

- **Unobstructed discoverability** for data scientists, analysts and engineers through a single pane of glass that accelerates time to insights by eliminating time-consuming searches across disparate data sources.

SIMPLIFY REGULATORY COMPLIANCE

BOOST DATA TEAM PRODUCTIVITY

CONFIDENTLY TRUST YOUR DATA

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Anker Innovations

With Databricks, Anker can quickly ingest and visualize large amounts of data to uncover information, trends and patterns hidden behind the data. This visibility has helped Anker better understand market demand and consumer behavior, enabling the organization to develop better products and marketing strategies.

> The Databricks Data Intelligence Platform made it possible for us to take insights and innovation from local markets and then surface these to our global product, marketing and manufacturing teams. Teams now have an easy (and secure) way to share data and build AI solutions that can be scaled worldwide.

SEAN ZUO
Chief Information Officer, Anker Innovations

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DATABRICKS DIFFERENTIATOR #3:

Scalable AI

In the past, companies had to compromise on what they could analyze due to constraints in the scalability of predictive systems and narrow processing windows to meet business service level agreements (SLAs). The Databricks Data Intelligence Platform eliminates these constraints, allowing for advanced methods of analysis and synthesis through generative AI.

- **Databricks ML supports extensive prediction scaling, enabling companies to perform millions of predictions within tight service windows**. This capability replaces performance bottlenecks with the agility and speed required to respond to market changes swiftly and purposefully.

- **Mosaic AI enables the creation of generative AI solutions** with meticulous control over data quality and output, providing a highly efficient cost structure for training and serving AI models. The efficiency translates to significant savings, allowing organizations to operate at 50% to 67% less cost than other systems.

  With data remaining on the centralized Databricks Platform, CPGs reinforce security and compliance by avoiding external AI tools. This approach safeguards sensitive information and leverages the full potential of in-house data resources. Companies have complete control over their AI models — commercial or open source — which provides flexibility for rapid adjustments and fine-tuning as needed.

- **Data rooms empower frontline employees to query company data** using the enterprise's specific language and terminology to foster a data-driven culture across the CPG. With governed data access, nontechnical users can interact with data and quickly and independently obtain answers without specialized knowledge.

ENHANCE EFFICIENCY TO LOWER AI COSTS

DEMOCRATIZE DATA USE

OPTIMIZE DATA-BASED DECISION-MAKING

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Moving to the Databricks Data Intelligence Platform introduced a centralized architecture for data management and analytics at Barilla, helping them deliver insights that improve all aspects of their business — from boosting manufacturing performance at lower costs to streamlining logistics to enhancing sustainability and providing more targeted marketing campaigns.

"

Databricks provides Barilla's entire data team with the means to quickly process and analyze terabytes of business data. This has cleared a path toward an operating model that is collaborative, highly efficient and environmentally sustainable, with the end goal to improve manufacturing operations.

"

GRAZIANO BELMONTE
Global Big Data and Advanced Analytics Director, Barilla

DATABRICKS DIFFERENTIATOR #4:

Secure collaboration with Delta Sharing

Quality business decisions intrinsically link to the freshness and accuracy of the underlying data. Data's relevance and usefulness diminish as data ages, leading to potential misinformed choices. Delta Sharing natively integrates with Unity Catalog, inviting open, cross-platform data sharing using zero-copy, zero ETL integration with SaaS applications, partners and marketplace providers.

With Delta Sharing, enterprises can share data across different systems without the traditional bottlenecks associated with data copying and transformation processes. CPG companies get a unified view of inventory and other critical data points across the entire value chain, derived from dozens of internal and external systems.

- **Instant data availability** in transactional systems provides decision-makers with real-time data updates for quick responses to market changes, inventory fluctuations and consumer demands. Leveraging current information in real time helps CPGs manage inventory with less waste and more supply chain efficiency.
- **Low-cost data integration** removes infrastructure, monitoring and maintenance expenses to give CPGs a streamlined integration approach without expensive platforms and ongoing management. Financial efficiency lets CPGs allocate resources more effectively, allowing them to focus on innovation and growth rather than maintaining complex data integration systems.

GAIN END-TO-END VISIBILITY AND AGILITY

PLAN AND FORECAST WITH SUPPLY CHAIN PARTNERS

MANAGE, GOVERN, AUDIT AND TRACK USAGE

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Moving to the Databricks Data Intelligence Platform enabled Reckitt to empower its employees by democratizing data through lakehouse architecture, allowing its over 7,000 users to unlock new data perspectives and better predict market volatility.

> "Databricks enables us to outperform and deliver best-in-class customer experiences in every market. With its Data Intelligence Platform, our stakeholders and developers can work more collaboratively and unlock critical trends and insights needed to serve our 180 million customers."

SERGIY TKACHUK
Head of Data Science, Reckitt

Simplify Building Data and AI Applications With Your SAP and Enterprise Data

Every enterprise wants to improve supply chains by getting more value out of SAP data, particularly by combining it with the data from other systems. However, those systems are varied, and many still sit on-premises in legacy platforms. These silos have made it extremely difficult to develop the advanced analytics and AI applications SAP customers want to pursue.

This happens because siloed systems and diverse data formats create barriers to integrating external data with SAP systems. Enterprises must build ETL pipelines and custom ingestion capabilities to overcome this, making data integration expensive and complex. Trust in data accuracy suffers, and reliability and performance often fall short of production standards for AI applications.

Databricks and SAP: Domain-specific AI for your supply chain

SAP has partnered with Databricks to help solve this challenge with their SAP Business Data Cloud offering. SAP Business Data Cloud brings together the world's most comprehensive and mission-critical data with the leading data platform. Business Data Cloud combines SAP's data, analytics and planning solutions with a unified experience that delivers transformational insights across all lines of business.

In addition, Business Data Cloud includes SAP Databricks. This landmark partnership brings the power of Databricks directly into SAP Business Data Cloud as a fully managed capability. This marks a new era in enterprise data management with two leaders in their domains coming together to redefine how applications and data platforms work together. It provides Databricks' category-leading AI, data warehousing, data engineering and governance capabilities with zero-copy data access — via Delta Sharing — that eliminates the need for data integration. With SAP Databricks, customers can access all of their SAP data and join it with external data, including semi-structured and unstructured data.

Furthermore, SAP Databricks provides a trusted foundation with Unity Catalog so organizations can consistently govern and secure their new unified data estate and deliver data intelligence to power insights for business leaders. Additionally, enterprises can execute exploratory data science and SQL analytics at scale with a full understanding of the business semantics, as well as easily develop domain-specific AI applications trained on private data.

It's this opportunity for better AI that has particular value for our customers. Mosaic AI within SAP Databricks will unlock critical use cases for supply chain optimization, helping to get agent systems activated against the most important supply chain use cases.

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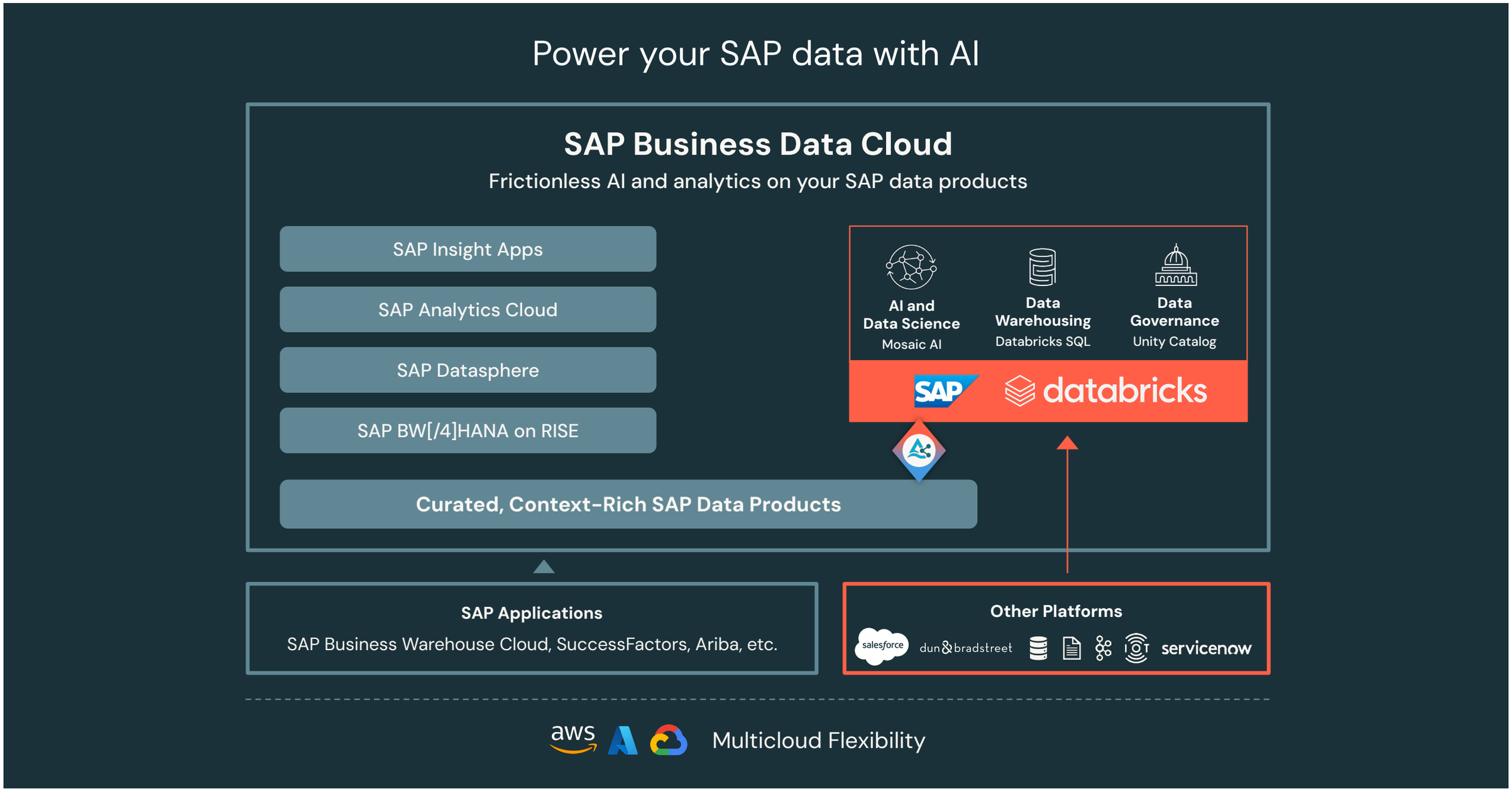
Power your SAP data with AI
SAP Business Data Cloud
Frictionless AI and analytics on your SAP data products
SAP Insight Apps
SAP Analytics Cloud
SAP Datasphere
SAP BW[/4]HANA on RISE
Curated, Context-Rich SAP Data Products
AI and Data Science
Mosaic AI
Data Warehousing
Databricks SQL
Data Governance
Unity Catalog
SAP
databricks
SAP Applications
SAP Business Warehouse Cloud, SuccessFactors, Ariba, etc.
Other Platforms
salesforce
dun & bradstreet
servicenow
aws
Multicloud Flexibility

Next Steps to Data and AI-Supported Inventory

The transformative power of the Databricks Data Intelligence Platform leverages real-time data, scalable AI and seamless integration to enhance decision-making, optimize inventory management and ensure operational efficiency. The Databricks Platform empowers CPG companies to stay agile, reduce costs and maintain a competitive edge in a dynamic market, revolutionizing supply chain management.

Learn more about how data and AI can improve CPG operations while lowering TCO. Utilize the following resources and contact Databricks to explore the implementation and benefits of end-to-end inventory management.

Additional Resources

EBOOK

Governance: The Unseen Foundation of AI Success

Develop a scalable AI strategy that provides built-in, customizable data governance protections. Databricks Unity Catalog gives CPGs the tools to achieve data governance and AI goals within the Databricks Data Intelligence Platform. Secure data assets with a centralized approach, automatically monitor data and AI pipelines, and get unified visibility into data and AI.

READ NOW

TECHNICAL GUIDE

Data Sharing and Collaboration With Delta Sharing

Data sharing is an essential component of driving business value, accelerating innovation and generating new revenue streams. Explore the power of data sharing in the CPG industry using the Databricks Data Intelligence Platform, which helps customers share data, analytics and AI across platforms, clouds and regions with strong security and governance.

READ NOW

EBOOK

How to Transform Your Industry With Generative AI

Redefine what's possible with generative AI through more than 50 industry-specific use cases. See how the competition selects the best suppliers, manages with oversight, increases customer satisfaction and reduces support costs. Apply these ideas, insights and anticipated outcomes within your CPG to use scalable AI.

READ NOW

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Databricks is the data and AI company. More than 10,000 organizations worldwide — including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow. To learn more, follow Databricks on X, LinkedIn and Facebook.

Get started with a free trial of Databricks and start building data applications today.

START YOUR FREE TRIAL

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